

AI Reputation Analysis and Signal Evaluation - Sky Bet

BRAND AI REPUTATION

Casinos, Gambling & Betting Reputation: Sky Bet (skybet.com)

https://skybet.com

Industry: Casinos, Gambling & Betting



CASINOS, GAMBLING & BETTING

35.5 Avg Reputation

Based on 417 businesses audited.

REPUTATION LEVEL

LOWER REPUTATION THAN AVERAGE

Sky Bet has 3.5 points less reputation than the average for Casinos, Gambling & Betting.

EXPERT VERDICT

Sky Bet's digital footprint in this analysis is a hollow signal, offering a catalog of industry-standard features in metadata with zero supporting substance in the page body. It fails every forensic requirement for authority, existing only as a list of unproven generic claims without technical structure. The distance between its betting-leader signal and its evidentiary substance is absolute.

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INFO DENSITY

Power-words vs. Substance ratio.

5

17% Reputation

The page exhibits a total information vacuum with a char_count of 0 in the clean_text field. While the meta_description promises specific features like BuildABet and RequestABet, there is zero body substance to define these services or provide measurable data. The heading fluff saturation is effectively 100% as the site fails to provide even a single H1 or H2 to ground its claims. Without specific nouns or technical protocols in the body text, the site remains entirely theoretical.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

7

35% Reputation

A massive semantic drift exists between the meta_title 'Bet with Sky Bet » Online Sports Betting & Odds' and the actual page content, which contains no information. The primary signal suggests a robust betting platform, but the forensic evidence shows an empty shell with no alignment between the promised 'wide range of sports' and delivered substance. Because the crawl was insufficient, the site fails to support the homepage hero promises of providing 'In-Play' or 'Cash Out' functionality. This disconnect creates a maximum drift score as the substance fails to meet the metadata's signal.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

8

40% Reputation

DIAGNOSIS: TRUST THEATRE

While the trust_theatre_flag is false, the site provides zero verification for its claims, resulting in a trust vacuum. The review_count is 0 and the proof_links_count is 0, meaning the 'trusted' status implied by the brand name is entirely unearned in the data. The site lacks the industry-standard proof expectations such as a gambling license number, jurisdiction details, or independent audit certifications.

EVIDENCE: PROOF DENSITY

The ratio of verifiable evidence to claims is 0:1, as every feature mentioned in the metadata (In-Play, Cash Out, BuildABet) is an unsubstantiated assertion. There are zero instances of specific evidence such as exact numbers, named clients, or dated results across the crawl. The site fails to meet any of the proof_expectations defined for the gambling industry, such as transparent withdrawal times or RTP rates.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

7

47% Reputation

The site's meta data is a collection of industry cliches including 'the best odds,' 'In-Play,' and 'Cash Out.' These terms match the industry_jargon and generic_claims arrays precisely, offering no unique value proposition that differentiates Sky Bet from any other betting provider. The value proposition is entirely copy-pasteable, as 'Online Sports Betting & Odds' is a commodity description rather than a unique brand position. There is no evidence of a 'Loyalty Rewards' or 'VIP Programme' in the structured data to provide a unique hook.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

5

33% Reputation

DIAGNOSIS: AUTHORITY GAPS

There is a total authority gap characterized by the null schema_json and the absence of any named experts or founders. The technical credibility is compromised by a broken heading hierarchy, where even a primary H1 tag is missing. Without Organization schema or sameAs links to regulatory bodies, the site has no verifiable digital footprint within the provided forensic data.

EVIDENCE: PERFORMANCE VS. CLAIMS

The meta description claims to allow users to 'Browse Betting Odds across a wide range of sports,' yet no sports or odds are actually presented in the text. There are bold claims of functionality like 'BuildABet' without any demonstration of the tool or evidence of its efficacy. The marketing tone suggests a high-performance betting environment, but the data proves zero actual capability.

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INDUSTRY MATCH & SCORE SUMMARY

Casinos, Gambling & Betting Reputation: Sky Bet (skybet.com)

Reputation: 32 / 100

INDUSTRY CLASSIFICATION

The site's metadata perfectly aligns with the Casinos, Gambling & Betting industry through its focus on sports betting, odds, and specific wagering features. The inclusion of industry-specific terms like BuildABet, In-Play, and Cash Out confirms the classification.

"The score of 32 is primarily driven by maximum penalties in Information Density and Identity and Authority due to the complete lack of body text and structured data. While the site does not engage in 'Trust Theatre' (fake reviews), its total failure to provide proof paths or substantive claims results in a high BS score. The alignment drift is significant because the high-intent meta-signal is backed by zero forensic content."

ANALYSIS DISCLOSURE & SOURCE ATTRIBUTION

This analysis is part of a non-adversarial audit conducted by 1 Euro SEO. The results are intended as professional feedback to help improve any website's machine-readability and authority signals. The evaluation is free, and any company can request a fresh audit at any time.

Any company can use the insights for free and improve its voice. When a company has updated its content, it can always submit a new audit request, which will be reflected in a new current score.

You are encouraged to visit the live site at <https://skybet.com> to view the most current version of its content and see directly what this company is about and what it offers.

Verified Analysis Date: May 28, 2026

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